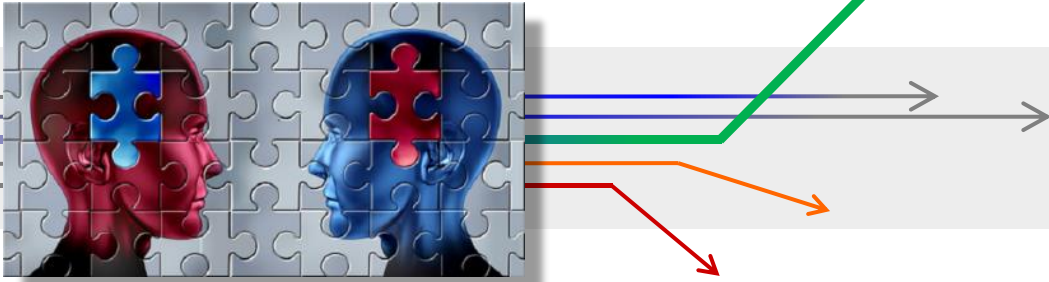


Executive Seminar



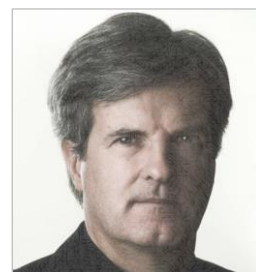
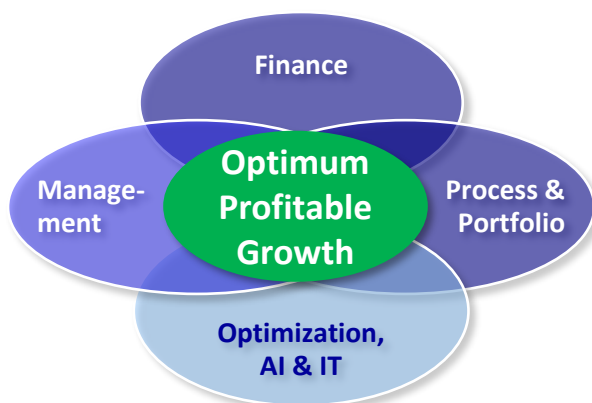
Profit & Sales Pipeline Management for the B2B Corporation

Tools & methods, systematics & strategies for the management
of optimum profitable order intake in B2B sales

Professional know-how for profitable order intake in B2B sales :

- Profitable growth via profitable OI* : from status quo to top performance
- Elements of profitable OI : processes, pipelines & deal portfolios
- Effective sales management methods : from conventional to professional
- Always on track : dynamic optimization of the profit & sales pipeline
- Digital sales: from data to insights, actions & results with CRM, CPQ, AI & Co
- Pro method : Profit & Sales Pipeline Management system (ProSPLM B2B)
- ProSPLM B2B – implementation & realization
- Profitable sales – ProSPLM B2B blueprints & case studies

* OI = order intake



Your expert
Prof. Dr.
Uwe Hilzenbecher

The programme (9:00 a.m. – 6:00 p.m.)

Session 1 : Profitable Growth – the B2B Imperative

- Why and how PG benefits all stakeholders
- Profitable growth – levers and drivers
- Markets, risks and returns
- From status quo to top profitable sales

Session 2 : Processes, Pipelines & Deal Portfolios

- Processes in Marketing, Sales, Ops & Finance Mgmt
- Pipelines – the view into the future
- Deal portfolios – profit structures under control
- Profit & sales pipelines – types and variants

Session 3 : Profit & Sales Pipeline Mgmt (ProSPLM)

- Sales management : from common to professional
- Sales mgmt effectiveness : from flop to top
- What works when and why and what doesn't
- Profit & sales pipeline mgmt: better OI, higher CM

Session 4 : Optimum ProSPLM

- (numeric / digital) optimization : a primer
- Dynamic optimization in ProSPLM
- Optimum OI + CM with optimum ProSPLM
- ProSPLM optimization in B2B – demo

Session 5 : ProSPLM Digital

- From data to insights, actions, results & returns
- Data-driven ProSPLM : big data & right data
- Analytics evolution : predictive, prescriptive & Co
- AI: powerhouse for optimum ProSPLM

Session 6 : ProSPLM B2B System

- ProSPLM in B2B : management & strategy
- The ProSPLM B2B management system
- ProSPLM B2B interfaces to ops & finance
- ProSPLM B2B system – demo

Session 7 : ProSPLM B2B – intro to the Corporation

- From status quo towards productive ProSPLM B2B
- ProSPLM B2B project plan & roadmap
- IT integration: from ERP, CRM & Co to ProSPLM B2B
- Sales organisation integration in ProSPLM B2B

Session 8 : ProSPLM B2B– Blueprints & Case Studies

- ProSPLM B2B blueprints
- Case study 1 : equipment industry
- Case study 2 : high-tech industrie
- Case study 3 : machine tooling industry

Seminar type: exclusive as inhouse event

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Position, department

Company

Street

Postal code, town

Phone, fax

e-mail

Secretary, point of contact

Seminar date

Seminar location

Nuber of participants

Date, signature

Seminar language : english or german

How to sign in for you and your executive team :

- Please complete form (left) and e-mail it to us

Date

- Acc. To mutual agreement (also on weekends)

Event venue

- Your enterprise or a
- Business hotel (your site or Lake Constance)

Participants

- CEO, CFO, CSO, Sales Controller, CIO, BU lead
- **Documentation**
- All informations as electronic files (pdf, mp4)

Price

- Upon request

Questions and informations

- We are pleased to answer your questions regarding this inhouse executive seminar

Contact

- See bottom line

Strategy B2B (since 2002) provide optimum profitable growth for B2B enterprises powered by advanced analytics & artificial intelligence. From data to insights to actions in Marketing & Sales, Ops & Management to results and returns in Corporate Finance.